

K.G.V. Madubhashini

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Department of Marketing Management

Faculty of Management Studies

Current situation of agriculture marketing in Sri Lanka

1. Sri Lanka explores and promotes foreign markets for crops with high export potential.
2. Ministry of agriculture development and agrarian service have planned to encourage product branding, certification and use of geographical indicators for products to enter competitive markets and they have planned to facilitate marketing information dissemination and marketing operations through the establishment of district level agro enterprise centers.
3. They have planned encourages farmers to produce high quality primary products and promote participation of community organizations in marketing process.
4. The country has identified the opportunities for agro-enterprises that may cater to the needs of small farmers and promote public and private investments in such ventures.
5. Government has planned to strengthen the supply chain management to ensure an efficient agricultural marketing system.